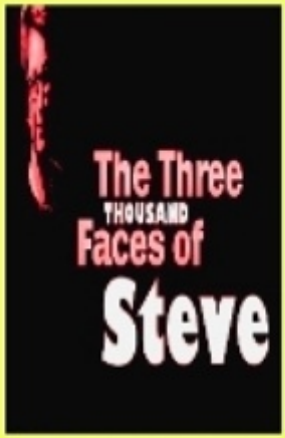
lishment DESPERATE-LY NEEDED a MOUTH-PIECE to spin their BRAIN DISEASE dogma at the NEW KIND OF (MEDIA CONSTRUCT)



hospital on Queen West. They found one (for $700,000 annually) in Catherine Zahn. She even believed in "story-telling" - how perfect! Then a lot of outfits we'd

hardly even heard of before, emerged from the woodwork (or the swamp) to name her a GREAT "communicator" - too perfect!